

This listing of claims will replace all prior versions, and listings, of claims in the application.

**Listing of Claims:**

1. (Currently amended) A system to generate and deliver concentric user-targeted content to participating users comprising:
  - a data store having data representative of a participating user's profile information and/or data representative of said participating user's content usage information;
  - a content data store, said content data store having various content for display to said participating user; and
  - an instruction set cooperating with said data store and said content data store, wherein said instruction set operates on data from said data store to generate a preference for said participating user, and
  - wherein said instruction set further operates on said generated preference to obtain a range of concentric user-targeted content from said content data store such that said range of content is correlated in varying degrees to said generated preference for said participating user.
2. (Previously presented) The system as recited in claim 1, wherein said profile information is input by said participating user for storage on said data store.
3. (Original) The system as recited in claim 2, wherein said profile information comprises demographic and/or preference information for said participating user.
4. (Original) The system as recited in claim 1, wherein said usage information comprises current and historical usage information.
5. (Previously presented) The system as recited in claim 1, wherein said instruction set implements a matching algorithm, said matching algorithm accepting as input said data from said data store and generating said preference.

6. (Previously presented) The system as recited in claim 5, wherein said matching algorithm accepts said preference and said content from said content data store as input to generate said range of concentric content.
7. (Previously presented) The system as recited in claim 1, wherein said range of concentric content comprises at least two differing content offerings.
8. (Original) The system as recited in claim 7, wherein said differing content offerings differ from each other on a graduated basis.
9. (Original) The system as recited in claim 8, wherein said varying degrees are based on said content usage information.
10. (Previously presented) The system as recited in claim 7, wherein said range of concentric content comprises three differing concentric content offerings, said differing concentric content offerings differing from each other on a graduated basis.
11. (Previously presented) The system as recited in claim 1, wherein said data store and content data store operate in a computing environment.
12. (Previously presented) The system as recited in claim 11, wherein said instruction set comprises a computing application.
13. (Previously presented) The system as recited in claim 12, wherein said range of concentric content is delivered to said participating user over a communications network.
14. (Previously presented) The system as recited in claim 13, wherein said communications network comprises any of a wireless LAN, a fixed wire LAN, a wireless WAN, a fixed wire WAN, a wireless intranet, a fixed wire intranet, a wireless extranet, a fixed wire extranet, a wireless peer-to-peer communications network, a fixed wire peer-to-peer communications network, and the Internet.

15. (Original) The system as recited in claim 13, wherein said range of concentric content is displayable in electronic display panes.

16. (Original) The system as recited in claim 15, wherein said electronic display panes are part of a content browser computing application.

17. (Previously presented) A computer implemented method to generate concentric user-targeted content for a participating user, comprising the steps of:

receiving user data from a data store having data indicative of a participating user's profile information and/or data indicative of said participating user's content usage information;

receiving content from a content data store;

generating a preference for said participating user based on said user data; and

matching said generated preference with said content to generate a range of concentric user-targeted content that is matched to said generated preference for said participating user with varying degrees of certainty.

18. (Previously presented) The method as recited in claim 17 further comprising the step of:

distributing said range of concentric user-targeted content to said participating user over a cooperating communications network.

19. (Previously presented) The method as recited in claim 17, wherein said matching step comprises the step of:

applying a matching algorithm to said preference and said content.

20. (Previously presented) The method as recited in claim 17, further comprising the step of:

communicating with a content partner to obtain additional content for use when generating said range of concentric content.

21. (Original) A computer readable medium having computer readable instructions to perform the method as recited in claim 17.

22. (Previously presented) A method to generate and deliver concentric user-targeted content comprising the acts of:

    providing a data store having data indicative of a participating user's profile information and/or data indicative of said participating user's content usage information;

    providing a content data store, said content data store having content from a content service provider; and

    providing a computing application, said computing application cooperating with said data store and said content data store to generate a preference from said profile information and said content usage information, wherein said computing application processes said preference along with said content to determine a range of concentric user-targeted content, said range of concentric user-targeted content including content levels differing on a graduated basis; and

    delivering said generated range of concentric user-targeted content to said participating user over a communications network, said communications network cooperating with said computing application.

23. (Previously presented) The method as recited in claim 22, wherein said providing said content data store step further comprises cooperating with a content partner to obtain said content.